

OUR PUBLIC FORUM

Peter Radford

On Advertise It in Texas.



As a citizen of Texas and one intensely interested in its material development, I want to add my approval to the "Buy It in Texas" movement. Commercial patriotism and business pride are the foundation stones of success in industry and no country can become supreme in commerce and trade without it. It fosters a spirit of friendship and partiality for its own products and institutions. It is the spirit of the hive that makes the wheels of industry turn and each community should be a progressive unit in our industrial universe. All things being equal the farmer should patronize the local merchant who is always a good citizen, a heavy taxpayer and friend of the farmer. The farmer ships train loads of raw material to out-of-state and foreign markets that most on their way car loads of finished and foreign grown products coming to Texas. Any effort to minimize this economic waste ought to be encouraged.

But as a farmer and a friend of the manufacturer and merchant I want to suggest an "Advertise It in Texas" movement. The manufacturer and jobber may blow loud blasts on the horn of patriotism but if they will put an "ad" in the newspapers of this state making a business presentation of their goods they will find it far more effective than waving the star-spangled banner.

The farmer is as much interested in the price of the things he has to buy as in the price of the things he has for sale and the advertising columns of his newspaper is his price list. The price is the thing and the farmer wants the figures in cold type. The politicians give him all the patriotic buncombe he craves for.

Business enterprise is a far more successful salesman than business patriotism and organized enterprise among merchants will become an important revenue producer as organized patriotism among the people.

There are many most worthy organizations working to promote commerce and trade but we seldom find organized effort to promote the press, yet it is recognized as the most powerful agency for progress the world has ever produced. We have all sorts of days calculated to promote business such as Trades Days, Dollar Days, pay days and why not have a press day and all business concerns advertise the things they have to sell and everybody subscribe for the local paper and all delinquents pay a year in advance. There is nothing so elevating in civilization as the smile of an editor and nothing will contribute more toward the welfare of a community than the prosperity of the press.

The Farmers' Union is a friend of the press and its members subscribe for a liberal number of newspapers and periodicals and it is the best investment a farmer can make. There is no news so valuable as store news; no information so interesting as market demands and no tragedy so entertaining as the rise and fall of prices and no page more closely studied by the farmers than the advertising columns of the press.

OUR PUBLIC FORUM

J. A. Kemp

On Proper Marketing of Cotton



cotton, said in part:

"We should not only build warehouses, but we should encourage the farmers to put their cotton in them. This must be done by the bankers and business men of the state and it is up to them to get busy. Every business man in Texas knows that it is wrong to force cotton to sell in September and that it is wrong to cause it to be thrown on the market at any time in amounts larger than the market demands, yet this thing has been going on in this country ever since cotton has been a factor in the crops of the South.

Cotton is the very backbone of this country. When the cotton crop is off and the price low the whole state suffers. When cotton is thrown on the market in a lump the price is forced down and Texas is hurt just as badly as though the price were down owing to bad staple of an off year crop. But business men have overlooked this important factor in the handling of the cotton crop.

We must build warehouses all over Texas this summer and when the crop is baled it can be stored in good fire and storm proof structures, making a receipt for a bale of cotton as good collateral as the best bank note in the Federal Reserve Bank.

The bankers of Texas can finance the Texas cotton crop and I believe they will demonstrate this fact this Fall. We have the money to carry the farmers over. The thing is that the farmer and the banker must get together. It is a mistake to wait until the cotton is picked and then start to bring about conditions for its financing.

The planter must learn that it is to his interest to take proper care of his cotton and that this care can be had only through warehousing. The warehouse receipts will mean ready cash. Look what was done last Fall and the start was a late one. The price of cotton was raised in spite of the influence to hold it down. I do not contend that cotton should bring an abnormal price, but I do believe that it should bring a price that will give the farmer a good return on his investment. This can be done by feeding it to the market as the mills call for it."

OUR PUBLIC FORUM

J. M. Potter

On Business Methods in Marketing.



The Executive Committee of the Texas Bankers' Association, working in connection and in harmony with the bankers and business men of Texas, are making an earnest and persistent effort to get warehouses built for the storage and protection of all farm products, especially cotton. It has always been said that the farmer being primarily the producer of the world's actual needs, is the most independent business man among us. This probably should be true, but a large percentage of the farmers are in fact quite dependent, making themselves so by continually putting the selves at the mercy of the man who buys their crops. This awkward and undesirable situation grows out of the fact that the farmer has no place to store his crop after it is made. What is now bringing a fair price for everybody believes it will go higher, yet in the face of this good prospect for advanced prices, the farmers all over this country are forced to sell their wheat because they have no place to store it. The facilities for storing and protecting cotton are much worse than the wheat.

The farmers of Texas lost by country damage enough in the past few years to build sufficient storage room for all the cotton grown in the state. In view of the facts above set forth and the unsatisfactory conditions ailing therefrom, the bankers are anxious to see suitable warehouses built and cotton stored therein where it can be protected from the weather and from fire and made a basis of credit for carrying on the business of the country.

The writer heretofore, as chairman of the 7th District Texas Bankers' Association, has called the attention of every bank in the district—over four hundred—in the needs mentioned herein and urged action in all of their respective counties where cotton is raised or handled. The Seventh District is so large and its interests so varied, that uniformity of purpose and action is hard to obtain; nevertheless much interest has been aroused and many new warehouses are being built and old ones repaired so as to meet all requirements. At this writing conditions are such as to increase the difficulties that already beset us in the marketing of our surplus cotton and likewise intensify the need for storage for our 1915 cotton crop.

In my long experience in the banking business, I can sincerely recall a time when a farmer could not get credit extended and increased on stored and insured cotton. Our new Federal Bank Law as interpreted by those in trouble with its administration, has not only increased and made more rapidly available the facilities for handling such cotton, but has freed beyond controversy the value and negotiability of duly associated warehouse receipts. The conditions above recited have grown the consistent and persistent efforts of the bankers of Texas to get the cotton grower to keep his crop and make it on the market in such a business-like way as to secure the best possible results. The efforts of this campaign, I am persuaded, will be gratifying to all parties interested therein.

AMONG THE MERCHANTS

H. G. Towle has brightened up the sign on the front of his store. This together with the new awning, adds wonderfully to the appearance of the building.

Denson & Smith's store has been greatly improved by the erection of a modern awning.

Matthews, the Quality store for ladies, is carrying a half page ad., in the Signal, offering special inducements to buyers. Don't fail to read it, ladies, you'll be pleased with the better grade goods.

Townsend-Oldham & Co., carry a double page advertisement in the Signal which will be of value to prospective buyers of general merchandise. Mr. Northcutt is making every effort to accommodate this company's great list of customers. See what he has to say. Mr. Northcutt has been obliged to go to Dallas this week to get a new supply of goods for his growing store.

Coates Mercantile Company, as usual, is offering the latest creations in merchandise this week. Be sure you read what they have to say in their advertisement this week in the Signal.

J. H. Sears & Co. have interesting prices offered in a page advertisement in the Signal this week. It is an opportunity to obtain high class goods at popular prices. Read the offerings.

C. B. Fellmay, with the assistance of Mr. Johnson, is putting on a special sale of everything in the house. Mr. Fellmay has always carried out his propositions, and this is one in which he will make good as usual. Read his advertisement in the Signal today.

Caton-Hudson Dry Goods Company are making a special offer on men's suits in today's Signal. Read their advertisement and don't overlook what they have to say.

Blackard Brothers announce the arrival of new furniture in a half page advertisement today which will be to your interest to read. Don't fail to note the offer made to buy the goods that are so essential to home happiness.

H. G. Towle makes timely suggestions in a half page advertisement in the Signal today. He has been ailing for a day or two, occasioned from the fact that moving into a new home is rather strenuous, but hopes to be back at the store regularly during the week.

E. J. Anderson, J. P. Chambers, O. P. Thrane and Guy Paxton went to Garza county Wednesday in Mr. Paxton's car, to meet the Southern National Highway party enroute from San Diego, California to Washington, D.C. They all arrived in Snyder about 5 o'clock.

The Snyder Ice & Electric Company offers bread makers at a bargain for a limited time. Mr. Renken is exerting every effort to supply the people of Snyder with all the electrical conveniences. See his advertisement in the Signal.

RESOLUTIONS OF BAR ASSOCIATION

Whereas, the Hon. Tilton P. Perkins, who has been a practicing attorney at this bar for a number of years has removed to Palo Alto, Texas, and

Whereas, we have been associated with him in the practice, and having found him energetic and capable in attending to business entrusted to him, and

Whereas, we have found him to be an upright practitioner, and being desirous of expressing our appreciation of him and commending him to his fellow attorneys in his new field of practice, therefore be it

Resolved: That we the members of the Bar Association of Scurry county, do hereby recommend him to the public and the profession in his chosen field, and express our good wishes for his continued prosperity.

SCURRY COUNTY BAR ASSOCIATION.
W. W. Hamilton,
W. S. Adams,
Jas. L. Spiller,
Committee.

Mrs. D. Anderson was called to Galveston Tuesday evening on account of the death of her mother.

Don't forget Townsend, Oldham & Co. handles Folger's Golden Sun Coffee.

GOSPEL OF PEACE.

New Subscribers and Renewals for The Week.

P. P. Martin, Karnack.
Jake Hoffman, Route 3.
W. H. Clematis, Snyder.
E. B. Patterson, Route 2.
W. H. Ramsey, Snyder.
O. L. Jones, Snyder.
W. A. Oliver, Snyder.
R. V. Ramsour, Snyder.
I. W. Bacon, Snyder.
Sherman Blackley, Snyder.
A. J. Lightfoot, Route 1.
R. A. Irving, Fort Worth.
J. A. Scrivner, Dermott.
Mrs. E. J. Foster, Snyder.
J. V. Riley, Snyder.
A. D. Erwin, Snyder.
G. N. Turner, Snyder.
J. L. G. Green, Snyder.
C. Buchanan, Snyder.
J. S. Pogue, Snyder.
G. W. Norris, Bluffdale.
E. C. Dodson, Snyder.
O. F. Darby, Snyder.
S. T. Elia, Snyder.
T. F. Singletary, Snyder.
J. C. Maxwell, Snyder.
L. A. Dunn, Polaris.
C. H. Eoff, Thorp Springs.
Earl Brown, Snyder.
J. A. Humphrey, Arah.
R. W. Hamage, Snyder.
W. P. Longbottom, Route 4.
J. P. Watts, Snyder.
W. A. Warren, Snyder.
A. L. Lynn, Pylon.
J. C. Williams, Snyder.
J. M. Morton, Route 1.
W. M. Crow, Ira.
E. H. Ward, Snyder.
John Curraute, Route 3.

"The Diamond from the Sky" at The Lyric Theatre Tuesday, Nov. 16.

County Clerk Skinner issued a marriage license Wednesday for Mr. Ira Riley of Snyder and Miss Anna Lanham of Tarrant county.

W. M. Boyd has opened a vegetable and produce market in the old post office stand on Scarborough street.

J. L. Bean, a product of Snyder and Polaris, but now residing at San Angelo is here this week meeting old friends.

The Signal and Dallas News \$1.75.

STAR CHEWING TOBACCO

LEADING BRAND OF THE WORLD

There's Chewing Satisfaction In a STAR Plug

ALSO more chews in each plug. The thick, juicy STAR plug can't dry out like a thin plug. Every STAR plug weighs a full 16-ounce pound.

Americans who know what real chewing tobacco is—chew 125,000,000 ten cent STAR cuts each year.

Men Who Chew Are Men Who DO

We want you to test this all-satisfactory, all-American chew.

10c Cuts

16 oz. Plug

Lynch & Myers Tobacco Co.

STAR was awarded the Grand Prize at the San Francisco Exposition, and is the only CHEWING TOBACCO that has ever received this highest possible award.

Wade Green brought to the Signal office yesterday a sweet potato weighing seven pounds. It was raised in Snyder at the home of his father, J. W. Green.

W. M. Crow was here Thursday from Ira.

Geo. W. Harris left Wednesday on a business trip to Fort Worth.

Lima Maurine, the one year old babe of Mr. and Mrs. John Irvin of Camp Springs country, died November 8. Burial at Camp Springs.

W. M. Montgomery of Abilene is here to visit his father-in-law and wife, Mr. and Mrs. Joseph M. Temple, who are quite feeble at the home of their son, Alford Temple of this city.

Mr. A. L. Lynn was up from Pylon Thursday and moved his Signal date up to 1917. He stated that he is moving to Young county where he recently bought property. His family have been at Graham a month and he goes this week.

Joe Strayhorn is roaring about being misrepresented in the Signal last week. He says he didn't have a clean collar in his grip. He had a collar button but no collar.

Ladies! For all kinds of sewing, see Era Hynum or Mrs. E. G. Abbott on Bridge Street west from square, or phone 331. 25pd.

Wade Cunningham, a travelling representative of the T & P. was in Snyder Wednesday.

Prepare for the Cold Days to come

While our assortment is complete you can get just what you are looking for. Comforts, Blankets, warm Underwear, Sweaters, Coats, Coat Suits wool Dress Goods, Flannels, Outings in fact everything to make you comfortable. We maintain quality standards, do everything we can to make shopping attractive and easy, but first, last and always we keep prices down to the point of real economy. It is the day by day, year after year good service that holds public confidence and support.

Special offerings Saturday and Monday

Two extra good Specials for this week

Wide Ribbon

4 1-2 to 6 inches worth 25, 30, 35 and 40 cents, in plain and fancy, just the thing for hair bands, sashes and to make pretty things for Xmas. Special per yard .18c

American Lady Corsets

Regular \$1.00 and \$1.25 values, at an extra quality at that price.

These are splendid styles, you are sure to find your size in this lot of 100 Corsets, each .59c

A Beautiful assortment of New Shirt Waists

Creme de Chine, white, flesh, tan and black. Georgette, Pussy Willow Taffetas white and flesh. Chiffon Taffetas in both black and stripes. Prices very reasonable.

Thanksgiving Closing

Our Store will be closed Thanksgiving.

Coates Merc. Co.

"The Store For Everybody"